



ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

1055 Wilshire Boulevard
Suite 800
Los Angeles, CA 90017
Tel 213.202.5858
Fax 213.580.0017
www.lacountyarts.org

October 6, 2009

3 OCTOBER 20, 2009

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Board of Supervisors

Michael D. Antonovich
Don Knabe
Gloria Molina
Mark Ridley-Thomas
Zev Yaroslavsky

Dear Supervisors:

**RECOMMENDATIONS REGARDING
50th ANNUAL LOS ANGELES COUNTY HOLIDAY CELEBRATION
(ALL DISTRICTS) (3 VOTES)**

Commissioners

Araceli Ruano
President

Ronald D. Rosen
Vice President

Ollie Blanning
Secretary

Aurelia Brooks
Executive Committee

Betty Haagen
Immediate Past President

Arlene "Phoebe" Beasley
Tomas J. Benitez
Alis Clausen

Judith Galperson
Laurel Karabian
Peter Lesnik
Marjorie S. Lyte
Jesus A. Reyes
Hope Warschaw
Rosalind Wyman

Laura Zucker
Executive Director

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the proposed 50th Annual Los Angeles County Holiday Celebration program to be held Thursday, December 24, 2009 from 3:00 p.m. to 6:00 p.m., at the Music Center's Dorothy Chandler Pavilion, and authorize the Executive Director to make changes in programming that may be necessary due to production requirements.
2. Direct the Executive Director to implement all production aspects of the live and televised programs and to sign the necessary agreements with KCET-TV, CDK Productions, and others as necessary.
3. Direct Five Star Parking to make free parking available to participants and attendees in the Music Center garage all day on December 24th. Lot 17 should also be available to accommodate overflow and oversized vehicle parking. Appropriate signage regarding free parking should be posted at all entrances to the Music Center garage. Free parking is also needed in the Music Center garage for cast and crew during rehearsals from 9:00 a.m. to 6:00 p.m. on December 5th and 6th and equipment load-in throughout the week of December 20th through 23rd from 7:00 a.m. to midnight, as well as during load-out for crew, approximately December 26th through 28th. Additionally, free parking is needed for

guests, artists, and staff participating in KCET's 50th anniversary promotional event at the Music Center for to take place on December 12 at the Music Center from 6 a.m. to 12 p.m.

4. Request the Music Center to make arrangements with the Music Center caterer to insure that Kendall's Brasserie and the Spotlight Café will be open for business throughout the duration of the program, and that any food/beverage items sold in the Dorothy Chandler Pavilion be appropriate in cost and menu for the anticipated audience.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTIONS:

The first annual holiday program was held on December 24, 1959 and has been an ongoing community tradition for the past 49 years. The 2009 Holiday Celebration will mark the 50th Anniversary of this Los Angeles holiday tradition.

At their meeting on September 14, 2009, the Arts Commissioners unanimously approved the proposed roster of participants. The proposed roster (Attachment A) is presented to your Board each year in compliance with a motion approved by your Board on July 12, 1983. Approval at this time is necessary to complete the program production.

Performers are selected through a competitive application process. This year a record 116 applications were submitted. Due to budget curtailments from the County General Fund in FY 2009-2010, the show has been reduced from six hours to three hours, resulting in a reduction in the number of artist groups programmed from 45 to 22. Of these artist groups 32% will be featured on the program for the first time, and 32% are youth groups. Altogether, this year's program will feature over 600 performers.

Selection criteria is based upon:

- Artistic excellence within a performance discipline/age category
- Suitability of the performance materials to a multi-cultural, multi-denominational holiday themed program
- Suitability of the performance for the 2,600 seat Dorothy Chandler Pavilion and the technical capability of the production
- Ability of performing group representatives to meet all deadlines and to work cooperatively with other organizations and production staff

The live audience for the Annual Holiday Celebration has ranged from 6,000 to almost 10,000 in past years. In order to mitigate crowds that may not be able to see the show in person because of the reduced time, a JumboTron will be on the Music Center Plaza so that those who can't get into the Dorothy Chandler Pavilion will be able to view the show.

Combined broadcast ratings of local PBS stations KCET, KOCE, KVCR, and KLCS reflected approximately 6.8 million household impressions in the Southern California area over the six hours of the program in 2008. This year, while the live theatrical show will take place from 3 p.m. to 6 p.m. on December 24th, the local broadcast will be aired during the primetime hours of 7 p.m. to 10 p.m.

The 2009 national PBS program, a one-hour compilation of the best of the 2008 local broadcast, will be aired as a hard feed on Wednesday, December 9 and as a soft feed on Christmas Day, Friday, December 25. As a hard feed, the broadcast is almost certain to be carried by all subscribing member stations as it is delivered to them as part of their PBS package of programming. The Holiday Celebration soft feed will be offered in a pre-assembled package of several hours of holiday programming for Christmas Day, so it is likely to air in many markets across the country several times. Last year the show aired a total of 649 times across the country and in seven of the nation's top ten markets. Also, 68% of PBS member stations broadcast the show, representing 79% of the national broadcast market.

The program is also supported by an official PBS.org website which provides additional information about the artists featured on the national broadcast as well as additional performances from the live program.

Implementation of Strategic Plan Goals

The recommended action is consistent with the County Strategic Plan Goal 3, Strategy 1 to increase accessibility to County cultural, recreational and lifelong learning facilities and programs.

FISCAL IMPACT/FINANCING:

Funds to produce the program have been approved by your Board as part of the Arts Commission's budget appropriation for FY 09-10, which includes an appropriation from the Cable TV Franchise Fund in the amount of \$495,000. Due to a \$100,000 reduction to the Holiday Celebration's General Fund allocation, the program has been reduced from six hours to three hours. Additionally, the Music Center contributes \$15,000 to the program and there is no fee for the use of the Dorothy Chandler Pavilion. The American Federation of Television & Radio Artists waives 20% of the professional singers' and dancers' day rate and the International Association of Technical & Stage Employees and Professional Musicians Local 47 waive fees for the KCET broadcast on December 24th.

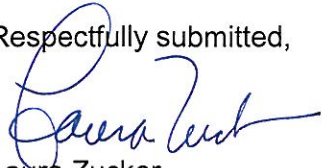
FACTS AND PROVISIONS/ LEGAL REQUIREMENTS:

Not applicable.

IMPACT ON CURRENT SERVICES (OR PROJECTS):

Approval of this program continues a time-honored Los Angeles County tradition that brings our diverse communities together through a common experience. Whether viewing the production in person or on television, the program creates a sense of inter-connectivity by giving residents a kaleidoscopic view of the whole.

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Laura Zucker', with a stylized flourish at the end.

Laura Zucker
Executive Director

Attachments (1)

cc: Robert E. Kalunian, County Counsel
Steven Rountree, President & CEO, Music Center of Los Angeles County
Jesse Rodriguez, Building Manager
Nick Chico, Section Manager, Five Star Parking

LOS ANGELES COUNTY ARTS COMMISSION
PROPOSED 2009 50th ANNUAL LOS ANGELES COUNTY
HOLIDAY CELEBRATION ARTISTS

Following is a list of the artists proposed for the 50th Annual Los Angeles County Holiday Celebration. Due to budget cuts from the County General Fund in the 2009-2010 fiscal year, the show has been reduced from six hours to three hours, resulting in a reduction in the number of artist groups programmed from 45 to 22.

*indicates groups new to the *Holiday Celebration* this year.

Albert McNeil Jubilee Singers, created to draw attention to the work of African-American composers and musical traditions, will present a selection of spiritual holiday arrangements. (Officed in District: 4, District/s Served: 1,2,3,4,5)

Antics Performances, featured on the 2009 national broadcast of *Holiday Celebration*, will create a hip hop interpretation of a scene from *A Christmas Carol*. (Officed in District: 1, District/s Served: 1,2,3,4,5)

Catch Me Bird*, a dancer/choreographer duo will debut on the show with the world premiere of *Planet One*, a piece that blends aerial and modern dance elements. (Officed in District: 2, District/s Served: 2,3)

Christian's Community Center Cathedral Choir, a contemporary gospel choir, returns to *Holiday Celebration* with a selection of holiday gospel songs. (Officed in District: 2, District/s Served: 2)

Colburn Children's Choir, a vocal ensemble of the Colburn School of Performing Arts, will perform traditional holiday arrangements. (Officed in District: 1, District/s Served: 1)

Conjunto Los Pochos*, a music ensemble rooted in the Conjunto tradition, will debut on the show with *Feliz Navidad*. (Officed in District: 1, District/s Served: 1)

Definiens Project* will debut on the show with a musical score written to accompany a five-minute clip from the 1910 silent film *A Christmas Carol*. (Officed in District: 2, District/s Served: 1,2,3,4,5)

Fishtank Ensemble*, a Gypsy, Eastern European, Jazz and Flamenco ensemble, will debut on *Holiday Celebration* with a diverse selection of multiethnic holiday music. (Officed in District: 3, District/s Served: 1,2,3,4,5)

Gay Men's Chorus of Los Angeles, will return to this year's program with holiday repertoire. (Officed in District: 3, District/s Served: 1,2,3,4,5)

Harmonic Bronze Handbell Ensemble features 12 to 18 year old handbell musicians and will return to *Holiday Celebration* to perform *Wizards in Winter*. (Officed in District: 5, District/s Served: 5)

Los Angeles Contemporary Dance Company will return to *Holiday Celebration* with the world premiere of *Operation Sneak-a-Peek*, a modern dance piece about a group of children who leave their beds to peek at their presents on Christmas Eve. (Officed in District: 1, District/s Served: 1,2,3,4,5)

Mariachi Divas de Cindy Shea, a Grammy Award-winning female mariachi ensemble, will perform a selection of traditional holiday music in English and Spanish. (Officed in District: 4, District/s Served: 1,2,3,4,5)

Mariachi Reyna de Los Angeles and Mariachi Sol de Mexico de Jose Hernandez, will return to perform a symphonic holiday mariachi arrangement composed by Grammy-nominated Jose Hernandez. (Officed in District: 1, District/s Served: 1,2,3,4,5)

Motion Tribe, an aerial dance company, will return to the show with a new piece titled *Silent Night?!* blending aerial dance and ballet. (Officed in District: 4, District/s Served: 1,2,3,4,5)

Opera California Youth Choir, a Korean-American youth choir of 80 voices with a live band, will return to the program with a selection of traditional holiday songs sung in English and Korean. (Officed in District: 2, District/s Served: 2)

Pacifico Dance Company, a professional Mexican Folklorico company, will return to *Holiday Celebration* with a dance from Guerrero. (Officed in District: 2, District/s Served: 2)

Palmdale High School Choral Union, comprised of thirty singers from the Antelope Valley, return this year to perform an arrangement of seasonal works. (Officed in District: 5, District/s Served: 5)

Salvation Army Tabernacle Children's Chorus, the largest and youngest choir on the program, is known for their "choralography" and light-hearted holiday songs. (Officed in District: 5, District/s Served: 1,2,3,4,5)

Shin Dance Company*, dedicated to promoting Chinese culture through dance, will debut on *Holiday Celebration* with a traditional Mongolian dance. (Officed in District: 5, District/s Served: 5)

TAIKOPROJECT, the first American taiko group to win first place in a major taiko contest in Japan, will perform their signature contemporary interpretation of Japanese taiko drumming, blending traditional taiko beats with hip hop rhythms and movements. (Officed in District: 1, District/s Served: 1,2,3,4,5)

Vox Femina, an all-women's choral ensemble, will perform a selection of traditional Hanukkah and Spanish carols. (Officed in District: 2, District/s Served: 1,2,3,4,5)

Young Angels Choir* will appear on *Holiday Celebration* for the first time, singing Handel's *Cantante Deo*. (Officed in District: 1, District/s Served: 1)